

YOU RICHMOND

BOOSTERS!

SALIC THANKS YOU

We Want You to Know:

That you have built right here in Richmond a Life Insurance Company that, among 35 competitors, is selling 15% of all the business written in Virginia.

That for the past three years SALIC has made a greater gain of insurance in force than any of the 35 companies operating in this state.

That there are *one hundred men* in Richmond who carry an aggregate of *Two Millions* of insurance with the South-Atlantic.

That our *annual dividends* to policyholders are "*as large as any and larger than many*" of the older companies.

That the South-Atlantic issues annual dividend policies upon every recognized scientific form---non-forfeitable and free from restrictions.

That SALIC is conducted at a minimum of expense, has experienced a low death rate and is earning a good income from its assets.

That your continued and increased support will cause *millions of money* to pour into Richmond, thereby being of an indirect, if not a direct, personal benefit to you.

That the following are the boosters who compose SALIC's Board of Directors:

E. Strudwick,	H. W. Anderson,	J. Scott Parrish,	F. E. Nolting,	L. M. Williams,
Philip Whitlock,	J. R. Gordon,	E. A. Saunders, Jr.,	G. G. Valentine,	H. D. Eichelberger,
S. W. Travers,	Fritz Sitterding,	E. L. Bemiss,	J. D. Crump,	Robert Lecky, Jr.,
S. D. Greshaw,	J. L. Antrim,	N. W. Bowe,	J. C. Hagan,	I. J. Marcuse,
Jno. M. Miller, Jr.,	Thos. S. Winston,	J. W. Perry,	Fergus Reid,	Jno. W. Craddock,
H. T. Campbell,			Tazewell Taylor,	

\$2,500,000 South-Atlantic policies sold and paid for in Virginia in 1911. Half of this was sold to old policyholders, thus showing their confidence in the company and satisfaction with results.

When you boost Richmond you boost SALIC.

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A South-Atlantic policy is a combination certificate of *Good Judgment and Civic Worth*, as evidenced by the following

EXPERT OPINIONS

The Insurance Commissioner of Virginia, in his report, has the following to say:

"The company is managed by men whose sole idea is to preserve and protect the interests of the policyholders."

Best's Life Insurance Reports, the Bradstreet and Dun of the insurance world, comments as follows:

"The South Atlantic Life Insurance Company is backed by substantial and reputable interests. Its actuarial methods are sound. The terms and conditions of its policy contracts are liberal and fair. The mortality rate has been favorable, which has helped to make the cost of insurance low. Claims are promptly paid. The investments are sound and unusually remunerative."

If you are not already a policyholder you should be one. If you are a policyholder, now is the time to increase your line.

South-Atlantic Life Insurance Co.

VIRGINIA DEPARTMENT

Ground Floor, Mutual Building

Phones Madison 911 and 580

A. O. SWINK, Manager for Virginia

ERNEST A. GOLDEN, Supervisor

ARTHUR LEVY, District Manager

Special Agents

GEO. H. MEYERS

JAS. C. POLLARD

FRANK H. ROWE